

Philip Morris Introductions 1954 - 1997

Brand	Date Introduced	Date Discontinued
Accord Menthol Ultra Low Tar Regular 20's HP	8/98 Introduced	
Accord Ultra Low Tar Regular 20's HP	8/98 Introduced	
Alpine Full Flavor Menthol 100 HP	5/99 Introduced	
Alpine Lights Menthol 100 SP	4/88 - Test market as branded generic. National 2/89 with menthol on foil application.	
Alpine Lights Menthol 80 HP	2/89 - Test market in New York as branded generic. Menthol on foil application.	11/90 Discontinued
Alpine Lights Menthol 83 HP	11/90 - Test market in New York as branded generic. Replaced Alpine Lights 80 (HP).	
Alpine Lights Menthol KS SP	4/88 - Test market as branded generic. National 2/89 with menthol on foil application.	
Alpine Menthol 100 SP	4/88 - Test market as branded generic. National 2/89 with menthol on foil application.	
Alpine Menthol 80 HP	2/89 - Test market in New York as branded generic. Menthol on foil application.	11/90 Discontinued
Alpine Menthol 83 HP	11/90 - Test market in New York as branded generic. Replaced Alpine 80 (HP).	
Alpine Menthol KS SP	9/59 - National	
Alpine Slim Menthol 100 SP	3/73 - Test market	11/74 Discontinued
Ambassador 100 SP	7/67 - Test market	9/67 Discontinued
Ambassador KS SP	5/68 - Test market	9/68 Discontinued
Apollo Soyuz KS SP	7/75 - Introduced as a commemorative packing.	Discontinued
Basic 100 SP	8/78 - Test market	12/78 Discontinued
Basic Full Flavor 100 HP	1997 Introduced; 2/98 National	
Basic Full Flavor 100 SP	5/92 - National	
Basic Full Flavor KS HP	2/96 - National	
Basic Full Flavor KS SP	5/92 - National	
Basic Full Flavor Menthol 100 SP	5/92 - National	
Basic Full Flavor Menthol KS HP	2/96 - National	
Basic Full Flavor Menthol KS SP	5/92 - National	
Basic KS SP	8/78 - Test market	12/78 Discontinued
Basic Lights 100 HP	1997 Introduced; 2/98 National	
Basic Lights 100 SP	5/92 - National	
Basic Lights KS HP	2/96 - National	
Basic Lights KS SP	5/92 - National	
Basic Lights Menthol 100 SP	5/92 - National	
Basic Lights Menthol KS SP	5/92 - National	
Basic Nonfilter KS SP	5/92 - National	
Basic Ultra Lights 100 SP	5/92 - National	
Basic Ultra Lights KS SP	5/92 - National	
Basic Ultra Lights Menthol 100 HP	3/99 Introduced	
Benson & Hedges 100 HP	10/74 - National	
Benson & Hedges 100 SP	1/66 - National	
Benson & Hedges 70 HP	4/55 - National	6/87 Discontinued
Benson & Hedges 85 HP	4/56 - National	
Benson & Hedges Classic Lights 100 HP	6/86 - Test market. Name changed from Benson & Hedges Deluxe Lights. Name changed 7/87 to Benson & Hedges Lights 100 (HP).	
Benson & Hedges Classic Lights Menthol 100 HP	6/86 - Test market. Name changed from Benson & Hedges Deluxe Lights. Name changed 7/87 to Benson & Hedges Lights Menthol 100 (HP).	
Benson & Hedges Deluxe Lights 100 HP	9/85 - Test market. Name changed to Benson & Hedges Classic Lights 100 (HP) 6/86.	

PM3000994121

Philip Morris Introductions 1954 - 1997

Brand	Date Introduced	Date Discontinued
Benson & Hedges Deluxe Lights Menthol 100 HP	9/85 - Test market. 6/86 - Name changed to Benson & Hedges Classic Lights Menthol 100 (HP).	
Benson & Hedges Deluxe Ultra Lights 100 HP	3/82 - Test market in foil laminated FTB. National 7/82.	
Benson & Hedges Deluxe Ultra Lights Menthol 100 HP	3/82 - Test market in foil laminated FTB. National 7/82.	
Benson & Hedges De-Nic 100 HP		1993 Discontinued
Benson & Hedges De-Nic 100 SP	9/90 - Test market in Kansas City, Missouri.	4/92 Discontinued
Benson & Hedges De-Nic KS HP		1993 Discontinued
Benson & Hedges De-Nic KS SP	9/90 - Test market in Kansas City, Missouri.	4/92 Discontinued
Benson & Hedges De-Nic Menthol 100 HP		1993 Discontinued
Benson & Hedges De-Nic Menthol 100 SP	9/90 - Test market in Kansas City, Missouri.	4/92 Discontinued
Benson & Hedges De-Nic Menthol KS HP		1993 Discontinued
Benson & Hedges De-Nic Menthol KS SP	9/90 - Test market in Kansas City, Missouri.	4/92 Discontinued
Benson & Hedges KS Gold SP	2/68 - Test market	4/68 Discontinued
Benson & Hedges Lights 100 HP	5/80 - Test market 7/87 National. Name changed from B&H Classic Lights 100 HP.	7/82 Discontinued
Benson & Hedges Lights 100 SP	10/77 - National	
Benson & Hedges Lights Menthol 100 HP	5/80 - Test market 7/87 National. Name changed from B&H Classic Lights 100 HP.	7/82 Discontinued
Benson & Hedges Lights Menthol 100 HP	7/87 - National. Name changed from Benson & Hedges Classic Lights Menthol 100 (HP).	
Benson & Hedges Lights Menthol 100 SP	10/77 - National	
Benson & Hedges Menthol 100 HP	10/74 - National	
Benson & Hedges Menthol 100 SP	8/66 - National	
Benson & Hedges Multifilter KS SP	6/72 - Name change from Philip Morris Multifilter.	
Benson & Hedges Multifilter Menthol KS SP	6/72 - Name change from Philip Morris Multifilter Menthol.	1/88 Discontinued
Benson & Hedges Special Kings KS HP	8/92 - Test market in rounded edge FTB called "Pocket Pack". National 9/92.	3/94 Discontinued
Benson & Hedges Special Kings Lights KS HP	8/92 - Test market in rounded edge FTB called "Pocket Pack". National 9/92.	3/94 Discontinued
Benson & Hedges Special Kings Lights Menthol KS HP	8/92 - Test market in rounded edge FTB called "Pocket Pack". National 9/92.	3/94 Discontinued
Benson & Hedges Special Kings Menthol KS HP	8/92 - Test market in rounded edge FTB called "Pocket Pack". National 9/92.	3/94 Discontinued
Best Buy Full Flavor 100 HP	4/96 - National	
Best Buy Full Flavor KS HP	4/96 - National	
Best Buy Full Flavor Menthol 100 HP	4/96 - National	
Best Buy Full Flavor Menthol KS HP	12/99 Introduced	
Best Buy Lights 100 HP	12/99 Introduced	
Best Buy Lights KS HP	12/99 Introduced	
Bristol Full Flavor 100 SP	5/90 - Limited national distribution. Priced as subgeneric to compete with Pyramid.	
Bristol Full Flavor KS SP	5/90 - Limited national distribution. Priced as subgeneric to compete with Pyramid.	
Bristol Lights 100 SP	1/90 - Limited national distribution. To compete in developing subgeneric market.	
Bristol Lights KS SP	1/90 - Limited national distribution. To compete in developing subgeneric market.	
Bristol Lights Menthol 100 SP	1/90 - Limited national distribution. To compete in developing subgeneric market.	
Bristol Lights Menthol KS SP	1/90 - Limited national distribution. To compete in developing subgeneric market.	
Bristol Lowest 100 SP	7/91 - Test market in Northeastern US. Subgeneric pricing. Compete with Now & Carlton.	4/99 Discontinued
Bristol Lowest KS SP	7/91 - Test market in Northeastern US. Subgeneric pricing. Compete with Now & Carlton.	4/99 Discontinued

Philip Morris Introductions 1954 - 1997

Brand	Date Introduced	Date Discontinued
Bristol Nonfilter KS SP	5/90 - Limited national distribution. Priced as subgeneric to compete with Pyramid.	
Bristol Ultra Lights 100 SP	5/90 - Limited national distribution. Priced as subgeneric to compete with Pyramid.	
Bronson Full Flavor KS HP	3/97 - National	
Bronson Lights KS HP	3/97 - National	
Bucks Full Flavor KS SP	1/90 - Test market. Targeted to compete with Camel. 12/99 filler changed to Basic.	
Bucks Lights KS SP	1/90 - Test market. Targeted to compete with Camel.	
Cambridge 100 SP	4/80 - National; 32% ET. 8/87 - Name changed to Cambridge Ultra Lights and blend changed to 33% ET.	
Cambridge 83 HP	4/80 - National; 32% ET	4/86 Discontinued
Cambridge Full Flavor 100 SP	7/87 - National	
Cambridge Full Flavor KS SP	7/87 - National	
Cambridge KS SP	4/80 - National; 32% ET.	4/86 Discontinued
Cambridge Lights 100 SP	1/86 - Test market. National 6/86.	
Cambridge Lights KS SP	1/86 - Test market. National 6/86.	
Cambridge Lights Menthol 100 SP	1/86 - Test market. National 6/86.	
Cambridge Lights Menthol KS SP	1/86 - Test market. National 6/86.	
Cambridge Lowest 100 SP	7/91 - National. Branded generic. 2 mg	6/99 Discontinued
Cambridge Lowest KS SP	7/91 - National. Branded generic. 1mg	6/99 Discontinued
Cambridge Ultra Lights 100 SP	8/87 - Name change from Cambridge 100 (SP)	
Cartier Vendome 100 HP 10's	10/89 - Test market in Los Angeles. 94mm luxury product, pearl tipping, flat oval FTB.	1993 Discontinued
Cartier Vendome 100 HP 20's	10/89 - Test market in Los Angeles. 94mm luxury product, pearl tipping, rounded corner FTB.	1993 Discontinued
Cartier Vendome Menthol 100 HP 10's	10/89 - Test market in Los Angeles. 94mm luxury product, pearl tipping, flat oval FTB.	1993 Discontinued
Cartier Vendome Menthol 100 HP 20's	10/89 - Test market in Los Angeles. 94mm luxury product, pearl tipping, rounded corner FTB.	1993 Discontinued
Chesterfield 70 Non-Filter SP	5/99 Introduced	
Chesterfield KS Non-Filter SP	5/99 Introduced	
Commander Nonfilter 70 SP	11/89 - Name changed from Philip Morris Commander Nonfilter 70 (SP).	
Commander Nonfilter KS SP	11/89 - Name changed from Philip Morris Commander KS	
Concord KS SP	8/85 - Test market in Little Rock and Spokane. Flavor control filter can be adjusted by smoker to yield 5mg to 15mg tar.	1/86 Discontinued
Concord Menthol KS SP	8/85 - Test market in Fort Wayne and Birmingham. Flavor control filter can be adjusted by smoker to yield 5mg to 15mg tar.	6/86 Discontinued
Dave's KS HP	11/94 - Test market. Discount priced. 12/99 filler changed to Basic.	
Dave's Lights KS HP	11/94 - Test market. Discount priced. 12/99 filler changed to Basic.	
Dunhill Deluxe Lights 100 HP	5/85 - Test market	6/86 Discontinued
Dunhill Deluxe Lights KS HP	5/85 - Test market	6/86 Discontinued
Elan Thins 100 HP	4/88 - Test market.	4/88 Discontinued
Elan Thins Menthol 100 HP	4/88 - Test market.	4/88 Discontinued
English Ovals Nonfilter 70 HP	5/63 - National	6/87 Discontinued
English Ovals Nonfilter KS HP	12/63 - National	
F&L Full Flavor 100 SP		11/99 Discontinued
F&L Full Flavor KS SP		11/99 Discontinued
F&L Full Flavor Menthol 100 SP		11/99 Discontinued

Philip Morris Introductions 1954 - 1997

Brand	Date Introduced	Date Discontinued
F&L Full Flavor Menthol KS SP		11/99 Discontinued
F&L Lights 100 SP		11/99 Discontinued
F&L Lights KS HP		11/99 Discontinued
F&L Lights KS SP		11/99 Discontinued
F&L Lights Menthol 100 SP		11/99 Discontinued
F&L Ultra Lights 100 SP		11/99 Discontinued
F&L Ultra Lights KS SP		11/99 Discontinued
Galaxy KS SP	1/65 - Test market, dual carbon filter.	8/87 Discontinued
Gauloises Caporal Nonfilter 70 SP	10/61 - National	7/70 Discontinued
Gauloises Disque Bleu Filter 70 SP	8/65 - National	7/70 Discontinued
Genco Full Flavor 100 HP	5/96 - National	
Genco Full Flavor KS HP	5/96 - National	
Genco Lights KS HP	5/96 - National	
Generals Full Flavor KS HP	4/99 Introduced	
Generals Lights KS HP	4/99 Introduced	
GPA Full Flavor 100 Menthol SP	5/95 GPA was renamed Shield	
GPA Full Flavor 100 SP	5/95 GPA was renamed Shield	
GPA Full Flavor KS Menthol SP	5/95 GPA was renamed Shield	
GPA Full Flavor KS SP	5/95 GPA was renamed Shield	
GPA Lights 100 Menthol SP	5/95 GPA was renamed Shield	
GPA Lights 100 SP	5/95 GPA was renamed Shield	
GPA Lights KS Menthol SP	5/95 GPA was renamed Shield	
GPA Lights KS SP	5/95 GPA was renamed Shield	
GPA Non-Filter KS SP	5/95 GPA was renamed Shield	
GPA Ultra Lights 100 SP	5/95 GPA was renamed Shield	
GPA Ultra Lights KS SP	5/95 GPA was renamed Shield	
Hi-Lite 100 SP	8/76 - Test market	7/93 Discontinued
L&M Full Flavor 100 SP	5/99 Introduced	
L&M Full Flavor KS SP	5/99 Introduced	
L&M Full Flavor Menthol KS HP	11/99 Introduced in Puerto Rico only	
L&M Full Flavor Red KS HP	11/99 Introduced in Puerto Rico only	
L&M Lights KS HP	11/99 Introduced in Puerto Rico only	
Lark Full Flavor 100 SP	5/99 Introduced	
Lark Full Flavor KS SP	5/99 Introduced	
Lark Lights 100 SP	5/99 Introduced	
Lark Lights KS SP	5/99 Introduced	
Lido Menthol 100 SP	6/69 - Test market	8/69 Discontinued
Lido Menthol KS SP	6/69 - Test market	8/69 Discontinued
Mark VII KS SP	8/70 - Test market with cigarette paper perforated and coated with a film - holes open during smoking providing more uniform puff x puff delivery.	10/70 Discontinued
Mark VII Menthol KS SP	8/70 - Test market with cigarette paper perforated and coated with a film - holes open during smoking providing more uniform puff x puff delivery.	10/70 Discontinued
Marlboro 100 Gold HP	6/67 - National - gold pack	
Marlboro 100 Gold SP	6/67 - National - gold pack	

Philip Morris Introductions 1954 - 1997

Brand	Date Introduced	Date Discontinued
Marlboro 100 Red HP	2/70 - Test market red pack in Seattle and Spokane	
Marlboro 100 Red SP	2/70 - Test market red pack in Seattle and Spokane	
Marlboro 80 HP	9/54 - Test Marketed as a full-flavored man's cigarette. National in 1955 with cork tipped "selectrate" filter.	
Marlboro Full Flavor 100 20's HP Gold Pack		1998 Discontinued
Marlboro Full Flavor 100 20's SP Gold Pack		1998 Discontinued
Marlboro KS 83 HP	3/91 - Test market in Fargo, ND and Duluth, MN.	5/93 Discontinued
Marlboro KS SP	4/58 - National	
Marlboro KS SP 25's	7/84 - Test market with 25 cigarettes per pack and 8 packs per carton. National 12/84.	
Marlboro Lights 100 HP	3/84 - National	
Marlboro Lights 100 SP	1/78 - National	
Marlboro Lights 83 HP	5/80 - Test market. National 8/80.	
Marlboro Lights KS SP	12/71 - National, with 25mm dual CA filter	
Marlboro Lights KS SP 25's	7/84 - Test market with 25 cigarettes per pack and 8 packs per carton. National 12/84.	
Marlboro Lights Menthol 100 HP	1/88 - National. Menthol on foil application.	
Marlboro Lights Menthol 100 SP	5/87 - Test market. Menthol on foil. 12/95 Reintroduced	3/89 Discontinued
Marlboro Lights Menthol KS HP	1/88 - National. Menthol on foil application.	
Marlboro Lights Menthol KS SP	1/75 - Test market and discontinued 2/75. Reintroduced to test market 3/87 with menthol on foil application, and discontinued 3/89. Reintroduced 12/95 with menthol on foil application.	2/75 & 3/89 Discontinued
Marlboro Lights Menthol KS SP	3/87 - Reintroduced to test market with menthol on foil application.	11/88 Discontinued
Marlboro Medium 100 HP	6/92 - National	
Marlboro Medium 100 SP	6/92 - National	
Marlboro Medium KS HP	7/91 - National	
Marlboro Medium KS SP	7/91 - National	
Marlboro Menthol 100 20's HP	6/98 Introduced	
Marlboro Menthol 80 HP	8/73 - Test market	10/82 Discontinued
Marlboro Menthol KS HP	7/91 - Test market Region I.	
Marlboro Menthol KS SP	1/66 - National	
Marlboro Milds KS Menthol HP	10/99 Introduced	
Marlboro Ultra Lights 100 HP - Blue & White with white tipping	5/89 - Test market in Indianapolis, Indiana.	
Marlboro Ultra Lights 100 HP - Red & White with Cork tipping	5/89 - Test market in Portland, Oregon.	Discontinued
Marlboro Ultra Lights KS HP - Blue & White with white tipping	5/89 - Test market in Indianapolis, Indiana.	
Marlboro Ultra Lights KS HP - Red & White with Cork tipping	5/89 - Test market in Portland, Oregon.	Discontinued
Marlboro Ultra Lights Menthol 100 HP	3/99 National	
Marlboro Ultra Lights Menthol KS HP	3/99 National	
Merit 100 SP	1/77 - National	
Merit 83 HP	11/84 - National	
Merit De-Nic Low Tar KS SP - Cork tipping	7/89 - Test market	1990 Discontinued

PM3000994125

Philip Morris Introductions 1954 - 1997

Brand	Date Introduced	Date Discontinued
Merit De-Nic Low Tar Menthol KS SP - Cork tipping	7/89 - Test market	1990 Discontinued
Merit De-Nic Ultra Low Tar KS SP - Cork tipping	7/89 - Test market	1990 Discontinued
Merit De-Nic Ultra Low Tar Menthol KS SP - Cork tipping	7/89 - Test market	1990 Discontinued
Merit KS SP	12/75 - National	
Merit Menthol 100 SP	1/77 - National	
Merit Menthol KS SP	12/75 - National	
Merit Ultima 100 HP	2/92 - National. Dual filter with inner paper-core concentric CA filter.	
Merit Ultima 100 SP	2/92 - National. Dual filter with inner paper-core concentric CA filter.	
Merit Ultima KS HP	2/92 - National. Dual filter with inner paper-core concentric CA filter.	
Merit Ultima KS SP	2/92 - National. Dual filter with inner paper-core concentric CA filter.	
Merit Ultra Lights 100 HP	2/88 - National	
Merit Ultra Lights 100 SP	10/81 - National	
Merit Ultra Lights 83 HP	2/88 - National	
Merit Ultra Lights KS SP	10/80 - Test market. National 2/81.	
Merit Ultra Lights Menthol 100 SP	10/81 - National	
Merit Ultra Lights Menthol KS SP	10/80 - Test market. National 2/81.	
Miyako KS SP	10/74 - Test market	7/76 Discontinued
Money Lights Menthol KS SP		11/99 Discontinued
New Leaf Menthol KS SP	8/70 - Test market	10/70 Discontinued
Next De-Nic 100 SP	5/90 - Test market in Tampa, Florida.	Discontinued
Next De-Nic KS SP	5/90 - Test market in Tampa, Florida.	Discontinued
Next De-Nic Low Tar 100 SP - Cork tipping	7/89 - Test market	1990 Discontinued
Next De-Nic Low Tar KS SP - Cork tipping	7/89 - Test market	1990 Discontinued
Next De-Nic Low Tar Menthol 100 SP - White tipping	7/89 - Test market	1990 Discontinued
Next De-Nic Low Tar Menthol KS SP - Cork tipping	7/89 - Test market	1990 Discontinued
Next De-Nic Low Tar Menthol KS SP - White tipping	7/89 - Test market	1990 Discontinued
Next De-Nic Menthol 100 SP	5/90 - Test market in Tampa, Florida.	Discontinued
Next De-Nic Menthol KS SP	5/90 - Test market in Tampa, Florida.	Discontinued
Next De-Nic Ultra Low Tar 100 SP - Cork tipping	7/89 - Test market	1990 Discontinued
Next De-Nic Ultra Low Tar KS SP - Cork tipping	7/89 - Test market	1990 Discontinued
Next De-Nic Ultra Low Tar Menthol 100 SP - White tipping	7/89 - Test market	1990 Discontinued
Next De-Nic Ultra Low Tar Menthol KS SP - Cork tipping	7/89 - Test market	1990 Discontinued
Next De-Nic Ultra Low Tar Menthol KS SP - White tipping	7/89 - Test market	1990 Discontinued
Northwind 100 SP	7/81 - Test market. Unique cooling agent.	12/81 Discontinued
Northwind KS SP	7/81 - Test market. Unique cooling agent.	12/81 Discontinued
Northwind Menthol 100 SP	6/82 - Test market	10/82 Discontinued

Philip Morris Introductions 1954 - 1997

Brand	Date Introduced	Date Discontinued
Northwind Menthol KS SP	6/82 - Test market	10/82 Discontinued
Parliament 100 SP	11/67 - National, with fluted filter (CA inner filter with plastic tip); 11/69 - Change to charcoal filter. 4/79 - Name changed to Parliament Lights.	
Parliament 80 HP	11/56 - National in blue, gold & white FTB with charcoal filter. 5/69 - Removed charcoal from filter. 4/79 - Name changed to Parliament Lights.	
Parliament 85 SP	11/56 - National with charcoal filter. 5/69 - Removed charcoal from filter. 4/79 - Name changed to Parliament Lights.	
Parliament Full Flavor 79mm HP	6/99 Introduced	
Parliament Full Flavor Menthol 79mm HP	6/99 Introduced	
Parliament Lights 100 20's (Rounded Corner Box)	4/98 Introduced; 2/99 National	
Parliament Lights 100 SP	4/79 - Name change from Parliament 100 (SP)	
Parliament Lights 80 HP	4/79 - Name change from Parliament 80 (HP)	
Parliament Lights KS SP	4/79 - Name change from Parliament KS (SP)	
Parliament Lights Menthol 100 HP	4/96 - Test market in Region I.	
Parliament Lights Menthol 80 HP	4/96 - Test market in Region I.	
Parliament Menthol KS SP - Orange	5/69 - Test market - orange flavor	3/70 Discontinued
Parliament Menthol KS SP	5/69 - Test market	6/69 Discontinued
Parliament Ultra Lights KS SP	6/77 - Test market	10/77 Discontinued
Paxton Menthol KS SP	2/63 - Test market, dual rice starch on tow filter; 6/63 - National; 7/64 - Filter changed to dual carbon on black tow; 3/66 - Name changed to Philip Morris Multifilter Menthol.	
Philip Morris Commander Nonfilter KS SP	9/60 - National. Name changed to Commander Nonfilter KS (SP) in 11/89.	
Philip Morris International 100 HP	4/74 - Test market San Francisco & Oakland, CA.	
Philip Morris International Menthol 100 HP	4/74 - Test market San Francisco & Oakland, CA.	
Philip Morris Multifilter KS SP	9/63 - Test market in Humiflex plastic package. 3/54 - National, dual carbon filter. 6/72 - Name changed to Benson & Hedges Multifilter. 9/91 removed plastic plug wrap on outer filter rod. 4/92 Black carbon tow replaced with Dalmatian carbon black &	
Philip Morris Multifilter Menthol KS SP	3/66 - Dual carbon filter, previously called Paxton Menthol; 6/72 - Name changed to Benson & Hedges Multifilter Menthol	6/87 Discontinued
Philip Morris Nonfilter 70 SP	1955 - Name change from Philip Morris Special Blend. Packaging changed from brown to red & white. 1960 - Packaging changed to be similar to Philip Morris Commander NF KS (SP). 11/89 - Name changed to Commander Nonfilter 70 (SP).	
Philip Morris Nonfilter 80 HP	6/55 - National.	9/60 Discontinued
Players 100 HP	3/83 - Test market in black pack. National 4/83.	
Players 100 Menthol HP	7/83 - National in black pack. Name change from Raffels Menthol.	
Players 83 HP	3/83 - Test market in black pack. National 4/83.	
Players 83 Menthol HP	5/83 - National in black pack. Name change from Raffels Menthol.	
Players Lights 100 25's	5/85 - Test market with 25 cigarettes per pack and 8 packs per carton. National 12/85.	
Players Lights KS 25's	5/85 - Test market with 25 cigarettes per pack and 8 packs per carton. National 12/85.	
Players Lights Menthol 100 25's	12/85 - National with 25 cigarettes per pack and 8 packs per carton.	
Players Lights Menthol KS 25's	12/85 - National with 25 cigarettes per pack and 8 packs per carton.	
Players Lights Navy Cut KS HP	4/96 - Test market	1996 Discontinued
Players Navy Cut KS HP	4/96 - Test market	1996 Discontinued
PM Blues Menthol 100 SP	3/87 - Test market in Cleveland, Ohio. Distinctive menthol taste.	2/88 Discontinued

Philip Morris Introductions 1954 - 1997

Brand	Date Introduced	Date Discontinued
PM Blues Menthol KS SP	3/87 - Test market in Cleveland, Ohio. Distinctive menthol taste.	2/88 Discontinued
Premium Buy Full Flavor 100 HP	12/98 National	
Premium Buy Lights 100 HP	12/98 National	
Premium Buy Lights Menthol KS 20's SP		12/98 Discontinued
Premium Buy Non Filter KS 20's SP		12/98 Discontinued
Premium Buy Ultra Lights KS 20's SP		12/98 Discontinued
Raffles Menthol 100 HP	3/83 - Test market in black pack. Name changed to Player Menthol 7/83.	4/83 Discontinued
Raffles Menthol KS HP	2/83 - Test market in black pack. Name changed to Players Menthol 5/83.	4/83 Discontinued
Red Express Lights KS SP	Trademark, Vista series	1996 Discontinued
Rio Menthol 100 SP	3/85 - Test market. Free standing menthol product.	7/85 Discontinued
Rio Menthol KS SP	3/85 - Test market. Free standing menthol product.	7/85 Discontinued
Saratoga 120 HP	2/75 - Test market. 4/75 - National.	
Saratoga KS SP	2/63 - Test market with dual carbon filter.	10/63 Discontinued
Saratoga Menthol 120 HP	2/75 - Test market. 4/75 - National.	
Shenandoah Full Flavor 100 Menthol SP		3/99 Discontinued
Shenandoah Full Flavor 100 SP		3/99 Discontinued
Shenandoah Full Flavor KS Menthol SP		3/99 Discontinued
Shenandoah Full Flavor KS SP		3/99 Discontinued
Shenandoah Lights 100 Menthol SP		3/99 Discontinued
Shenandoah Lights 100 SP		3/99 Discontinued
Shenandoah Lights KS Menthol SP		3/99 Discontinued
Shenandoah Lights KS SP		3/99 Discontinued
Shenandoah NonFilter KS SP		3/99 Discontinued
Shenandoah Ultra Lights 100 SP		3/99 Discontinued
Shenandoah Ultra Lights KS SP		3/99 Discontinued
Shields Full Flavor 100 Menthol SP	5/95 GPA was renamed Shield	3/99 Discontinued
Shields Full Flavor 100 SP	5/95 GPA was renamed Shield	3/99 Discontinued
Shields Full Flavor KS Menthol SP	5/95 GPA was renamed Shield	3/99 Discontinued
Shields Full Flavor KS SP	5/95 GPA was renamed Shield	3/99 Discontinued
Shields Lights 100 Menthol SP	5/95 GPA was renamed Shield	3/99 Discontinued
Shields Lights 100 SP	5/95 GPA was renamed Shield	3/99 Discontinued
Shields Lights KS Menthol SP	5/95 GPA was renamed Shield	3/99 Discontinued
Shields Lights KS SP	5/95 GPA was renamed Shield	3/99 Discontinued
Shields Non-Filter KS SP	5/95 GPA was renamed Shield	3/99 Discontinued
Shields Ultra Lights 100 SP	5/95 GPA was renamed Shield	3/99 Discontinued
Shields Ultra Lights KS SP	5/95 GPA was renamed Shield	3/99 Discontinued
Spud Menthol 80 HP	1956 - Introduced	7/60 Discontinued
Top Choice Full Flavor 100 SP		9/99 Discontinued
Top Choice Full Flavor KS SP		9/99 Discontinued
Top Choice Full Flavor Menthol 100 SP		9/99 Discontinued
Top Choice KS Non-Filter SP		9/99 Discontinued
Top Choice Lights 100 SP		9/99 Discontinued
Top Choice Lights KS SP		9/99 Discontinued
Top Choice Lights Menthol 100 SP		9/99 Discontinued

PM3000994128

Philip Morris Introductions 1954 - 1997

Brand	Date Introduced	Date Discontinued
Top Choice Lights Menthol KS SP		9/99 Discontinued
Top Choice Ultra Lights 100 SP		9/99 Discontinued
Top Choice Ultra Lights KS SP		9/99 Discontinued
Virginia Slims 100 SP	2/68 - Test market; 7/68 - National	
Virginia Slims 120 SP	10/75 - Test market. Similar in most characteristics to Saratoga 120.	9/76 Discontinued
Virginia Slims Full Flavor 100 HP	10/99 Introduced	
Virginia Slims Full Flavor Menthol 100 HP	10/99 Introduced	
Virginia Slims Lights 100 HP	7/79 - Test market. National 8/79.	
Virginia Slims Lights 100 SP	7/79 - Test market.	8/79 Discontinued
Virginia Slims Lights 120 HP	3/85 - Test market. National 12/85.	
Virginia Slims Lights Menthol 100 HP	7/79 - Test market. National 8/79.	
Virginia Slims Lights Menthol 100 SP	7/79 - Test market	8/79 Discontinued
Virginia Slims Lights Menthol 120 HP	3/85 - Test market. National 12/85.	
Virginia Slims Lights Ovals 100 HP	7/84 - Test market. Oval shape cigarette.	12/84 Discontinued
Virginia Slims Lights Ovals Menthol 100 HP	7/84 - Test market. Oval shape cigarette.	12/84 Discontinued
Virginia Slims Menthol 100 SP	2/68 - Test market; 7/68 - National	
Virginia Slims Menthol 120 SP	10/75 - Test market. Similar in most characteristics to Saratoga 120.	9/76 Discontinued
Virginia Slims Superslims 100 HP	10/89 - National. 17mm circumference, low sidestream paper, blend contains no ES or ET. 6/91 From double wrap to a single wrap paper.	
Virginia Slims Superslims Menthol 100 HP	10/89 - National. 17mm circumference, low sidestream paper, blend contains no ES or ET. 6/91 From double wrap to a single wrap paper.	
Virginia Slims Ultra Lights 100 HP	1/87 - Test market; 9/87 - National distribution	
Virginia Slims Ultra Lights Menthol 100 HP	1/87 - Test market; 9/87 - National distribution	

PM3000994129